

# Making Sense of the Census

## Census Bureau Data for Grant Proposals



Redmond Library  
Redmond, Washington  
October 19, 2015

# Useful Sources for Grant Writers

## Demographic Programs

- Decennial Census
  - 100% coverage of population and housing
  - Updated every ten years (quickly out of date)
  - Richest geographical detail
  - Data released to block level
- American Community Survey (ACS)
  - First covered all U.S. counties in 2005
  - 2.5% of housing units contacted each year (per county)
  - Annual release of estimates (margins of error included)
  - Data released to block group level
  - Richest topical detail

# First Steps: Know What You're Looking For

## Starting a Data Search

### 1. Choose topic – what?

- Choice of topic limits available programs and datasets
- May include race or ethnic group

### 2. Choose geography – where?


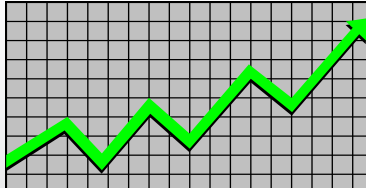

- U.S. is default geography

### 3. Make selection

### 4. Refine your search

# American Community Survey (ACS) & 2010 Census

## Topics

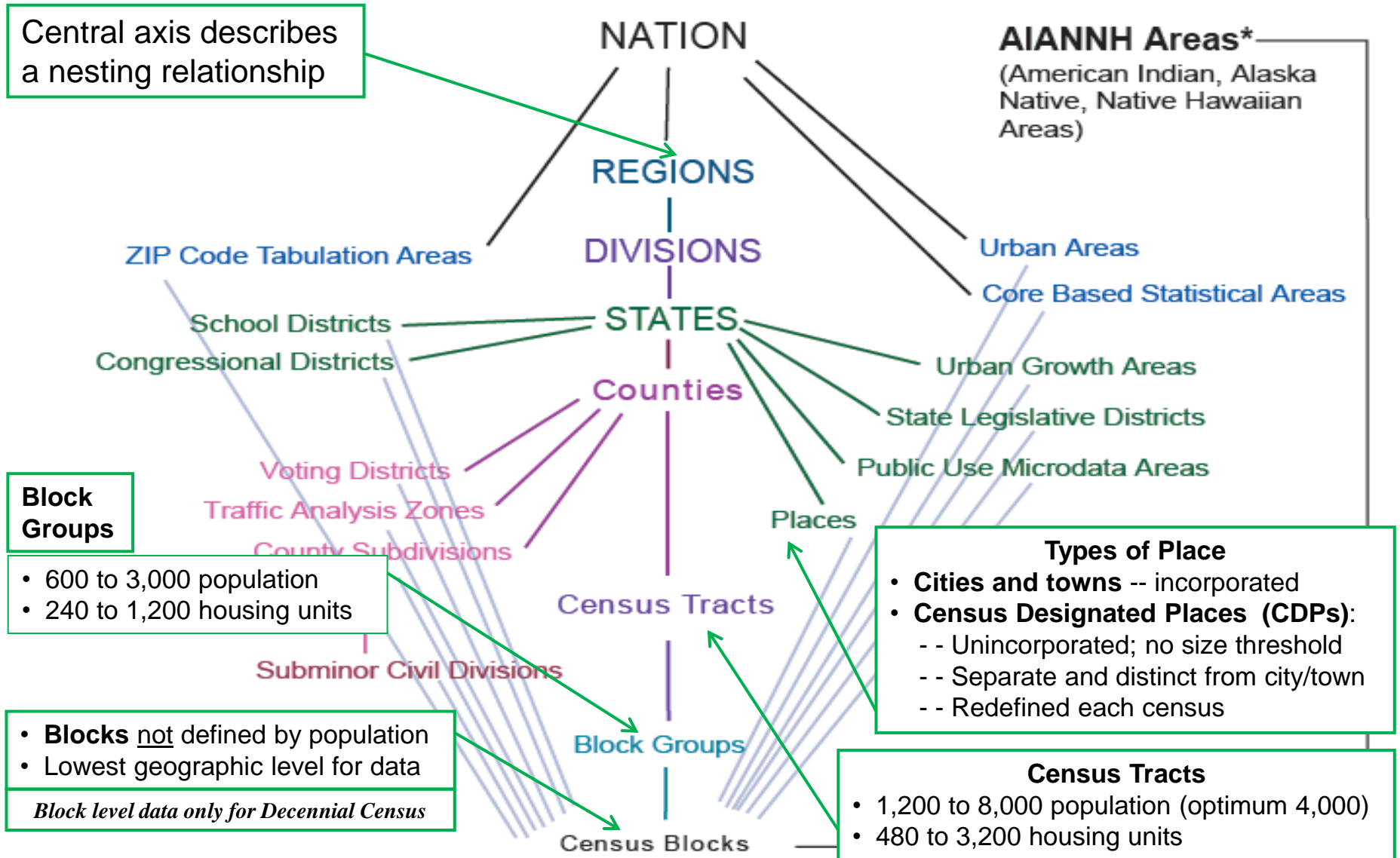
Demographic	Social	Economic	Housing
<p>Sex Age Race Ethnicity Household Relationship Group Quarters</p> 	<p>Families Education Marital Status Fertility Grandparent Caregivers Veterans Disability Status Language at Home Citizenship Migration</p>	<p>Income Poverty Food Stamps / SNAP Employment Status Occupation Industry Journey to Work Place of Work Health Insurance</p> 	<p>Tenure Occupancy Structure Housing Value Taxes / Insurance Utilities Mortgage Monthly Rent Vehicles</p> 

Items in **red** were also collected on the **2010 Census**

# Census Geography Hierarchy

(with 2010 Statistical Area Criteria)

Revised 02-19-13



# How to Get at the Data

## Data Access Tools

- Simpler data tools
  - No training required: fairly self-explanatory
  - Fast: Cut the clicks!
  - Each one has its own limitations
  - Each one has its own benefits
- American FactFinder (AFF)
  - Main portal to Census data
  - All geographies and topics covered
  - Drawback: more difficult to use

# Simpler Data Tools / Products

- Smart Search
- QuickFacts
- Easy Stats
- Census Explorer
- Population Finder
- American FactFinder
  - Key Word Search (Data Profiles)
- American Community Survey (Narrative Profiles)

Homepage: [census.gov](https://www.census.gov)

# “Smart Search” text box

Enter geography and topic in text box

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Seattle, WA poverty

United States  
Census  
Bureau

Topics  
Population, Economy

Geography  
Maps, Products

Library  
Infographics, Publications

Data  
Tools, Developers

Surveys/Programs  
Respond, Survey Data

Newsroom  
News, Blogs

About Us  
Our Research



## Introducing a Mobile Friendly Experience on Census.gov

Our new mobile friendly experience provides easier access to statistics on America's people, places, and economy from your laptop, tablet, or smartphone.



Population Clock

Quick Facts

United States  
Census  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov



Seattle, WA poverty

Search Features & Tips

Seattle city, WA | Individuals below poverty level

13.6 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Results

Search results

About 125,000 results for 'Seattle, WA poverty'

Web

Image

Video

Seattle (city) QuickFacts from the US Census Bureau

Seattle Washington; Population, 2014 estimate : 668,342: ... Persons below poverty level, percent, 2009-2013 : 13.6%: 13.4% Business QuickFacts Seattle Washington;...

http://quickfacts.census.gov/qfd/states/53/5363000.html

King County QuickFacts from the US Census Bureau

King County Washington; Population, 2014 estimate : ... Persons below poverty level, percent, 2009-2013 : ... Seattle-Tacoma-Bellevue, WA Metro Area : 1: .....

http://quickfacts.census.gov/qfd/states/53/53033.html

Businesses that Received Forms in 2012: Washington - U.S ...

Small Area Income and Poverty Supplemental ... The U.S. Census Bureau provides data for the Federal, ... Seattle-Tacoma-Bellevue, WA Metropolitan Statistical Area...

http://www.census.gov/econ/census/media/forms/wa.html

Seattle city, Washington QuickLinks from the US Census Bureau

Seattle city, Washington QuickLinks. Share this page ... Poverty. Population Estimates. Population Projections. Health Insurance. Housing. International. ....

http://quickfacts.census.gov/qfd/states/53/5363000lk.html

Bellingham (city) QuickFacts from the US Census Bureau

Bellingham Washington; Population, 2014 estimate : 83,365: 7,061,530: ... Persons below poverty level, percent, 2009-2013 : 24.1%: 13.4% Business QuickFacts Bellingham

Seattle city, Washington

2013 Population Estimate

652,405

Source: Vintage 2013 Population Estimates: Subcounty Population Places and MGDs

Median Household Income

\$ 65,277

Source: 2009-2013 American Community Survey 5-Year Estimates

Individuals below poverty level

13.6 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Educational Attainment: Percent high school graduate or higher

93.2 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Health Insurance Coverage: Percent uninsured

11.3 %

Source: 2009-2013 American Community Survey 5-Year Profiles

Total Housing Units

309,205

Source: 2009-2013 American Community Survey 5-Year Estimates

# QuickFacts



**Census.gov (middle of page -- U.S. map) > Select a state to begin**

- Benefits: current data, easy access, variety of demographic and business topics
- Links to historic data (through "Browse data sets")
- Geographies: State, county, place
  - Incorporated city or town
  - Census Designated Place (CDP)
- Limitations: Population threshold of 5,000

# Easy Stats

1 Select Geography

Washington

Optional:  
Refine by  
 County  Place

2 Choose a topic:

Financial Jobs Housing People Education

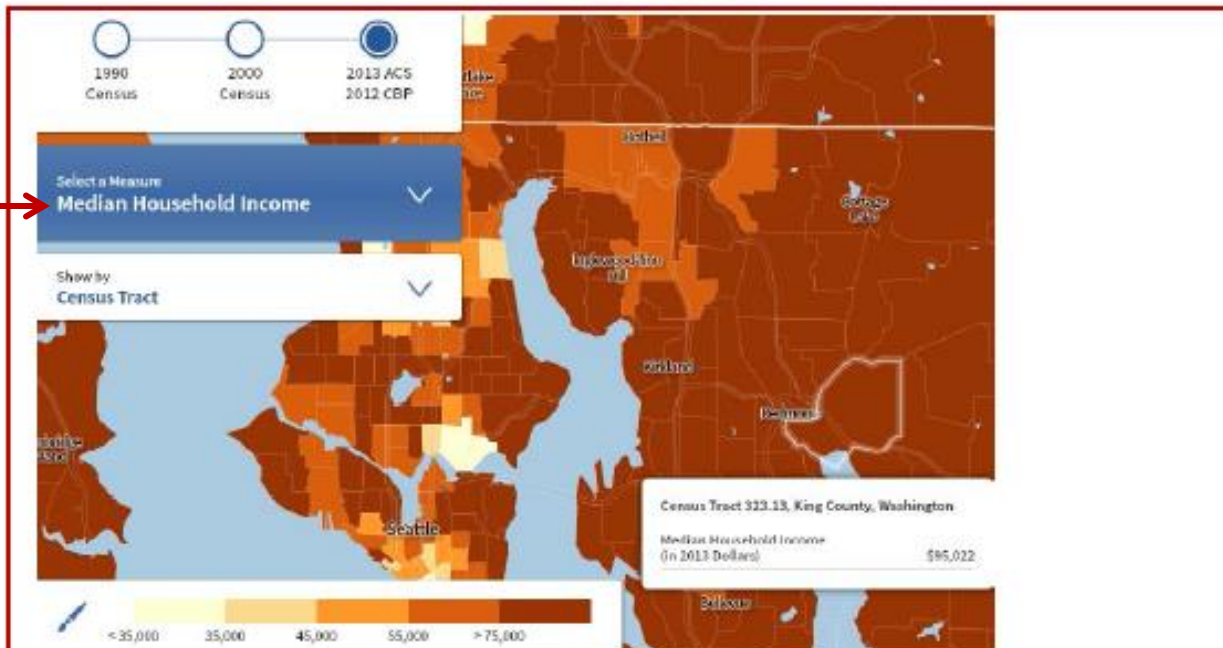
Current Table: None

3 Get Results Clear Choices

Census.gov > Data (blue ribbon) > Data Tools & Apps > Easy Stats

- Benefits: Topics all cross-tabulated by race and ethnicity
- Geographies: State, county, city
- Topics: financial (6 tables) , jobs (5), housing (3) , people (5), education (2)
- Limitations: Tables are pre-selected

# Census Explorer



The screenshot shows the Census Explorer interface. At the top, there are three circular buttons for '1990 Census', '2000 Census', and '2013 ACS 2012 CBP'. Below these is a dropdown menu for 'Select a Measure' with 'Median Household Income' selected. Another dropdown menu for 'Show by' is set to 'Census Tract'. The main area is a map of Washington state with a color scale legend at the bottom left ranging from '< 35,000' (light yellow) to '> 75,000' (dark brown). A popup window for 'Census Tract 323.15, King County, Washington' shows a 'Median Household Income (in 2013 Dollars)' of '\$95,022'. A red arrow points from the left to the 'Select a Measure' dropdown.

Census.gov > Data (blue ribbon) > Data Tools & Apps > Census Explorer

- Benefits: Thematic maps for comparisons of . . .
  - Geographies on a variety of demographic and economic topics
  - Change over time (2013, 2000, 1990)
- Five editions available
  - Young Adults: Then and Now
  - Population Estimates
  - Retail
  - People, Education and Income ←
  - Commuting
- Geographies: State, county, census tract
- Limitations: Small number of geographies and variables available

# Population Finder

**2010 Demographic Profile**  
Print | Share this page | Connect with us

**WA - Redmond city**

Population

Total Population	54,144
------------------	--------

Housing Status  
( In housing units unless noted )

Total	24,177
Occupied	22,550
Owner-occupied	12,212
Population in owner-occupied (number of individuals)	31,367
Renter-occupied	10,338
Population in renter-occupied	66,666

Census.gov footer > FIND DATA column > Population Finder

- o Benefits:
  - o Many geographies available
  - o Summary of 2010 Census Demographic Profile (100% count)
  - o All-inclusive: No population threshold
- o Geographies: State, county (minor civil divisions, census tract, block group, block), city, American Indian / Alaska Native area
- o Limitations: Data now 5 years old

## American FactFinder Key Word Search: Data Profiles

DP03

### SELECTED ECONOMIC CHARACTERISTICS

#### 2009-2013 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Redmond city, Washington			
	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	44,432	+/-644	44,432	(X)
In labor force	31,705	+/-949	71.4%	+/-1.6
Civilian labor force	31,600	+/-945	71.3%	+/-1.6

**Census.gov > Data (blue ribbon) > Data Tools & Apps > American FactFinder  
Advanced Search tab (continue instructions below)**

- Benefits: Most popular product -- four profiles with more than 450 topics
- Geographies: State, county, city, metro area, American Indian Reservation, census tract, ZIP code tabulation area
- Limitations: None noted

# American Community Survey Narrative Profiles

## ► Nativity and Foreign Born

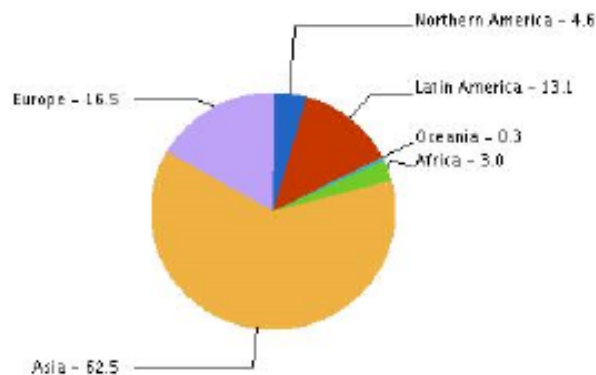
An estimated 66 percent of the people living in Redmond, Washington in 2009-2013 were native residents of the United States and 30 percent of these residents were living in the state in which they were born.

An estimated 34 percent of the people living in Redmond, Washington in 2009-2013 were foreign born. Of the foreign born population, 30 percent were naturalized U.S. citizens, and 86 percent entered the country before the year 2010. An estimated 14 percent of the foreign born entered the country in 2010 or later.

Foreign born residents of Redmond, Washington come from different parts of the world.

Region of Birth for the Foreign Born Population in Redmond, Washington in 2009-2013

[click graph to view data in table format](#)

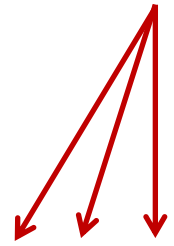


[Census.gov footer](#) > PEOPLE & HOUSEHOLDS column > American Community Survey (continue instructions below)

- Benefits: The four data profiles in text, with colorful pie charts and bar graphs; statistically and grammatically correct
- Geographies: State, county, city, metro area, American Indian Reservation, census tract, ZIP code tabulation area
- Limitations: Some sections may be omitted due to lack of reliable data

# FAQs, Glossary, Help

# American FactFinder



[Feedback](#) [FAQs](#) [Glossary](#) [Help](#)



AMERICAN  
**FactFinder**



**MAIN** COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS **English** Español

## ▼ Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

## ▶ Guided Search

## ▶ Advanced Search

## ▶ Download Options



American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

## News and Notes

GET EMAIL UPDATES

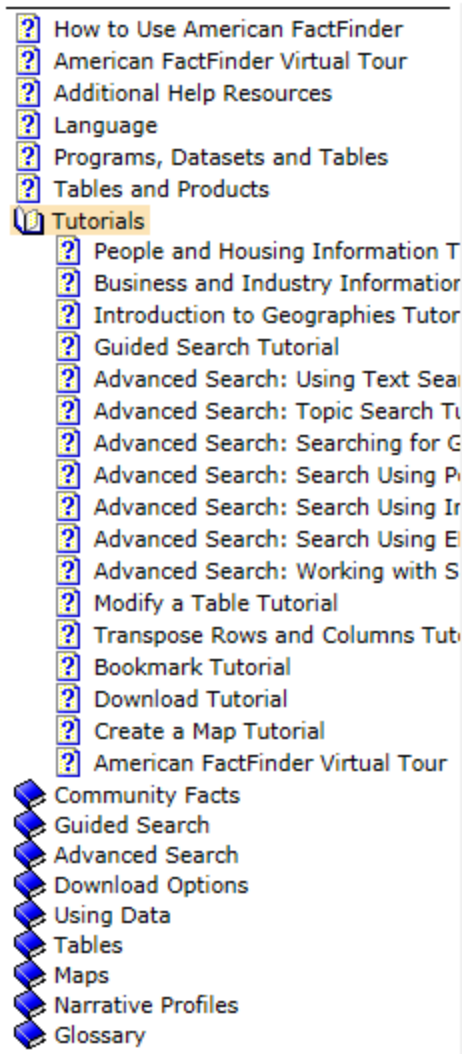


Dec 17, 2013

The 2008-2012 American Community Survey 5-year estimates are now available...



# Assistance with AFF



- Click **Help** (AFF mainpage, top right)
  - Online User Guide
  - **Tutorials**
  - Community Facts
  - Guided Search
  - Advanced Search
  - Download Options
  - Using Data
  - Tables
  - Maps
  - Narrative Profiles
  - Glossary

# Citation Style

# American FactFinder (AFF)

The image is a screenshot of the American FactFinder website. At the top left is the United States Census Bureau logo. The main header features the 'AMERICAN FactFinder' logo with a magnifying glass icon over a map of the United States. On the right side of the header, there are links for 'Feedback', 'FAQs', 'Glossary', and 'Help'. The 'FAQs' link is highlighted with a red box, and a red arrow points from a text box at the bottom right to it. Below the header is a navigation bar with buttons for 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD OPTIONS'. To the right of these buttons are language options for 'English' and 'Español'. A yellow banner below the navigation bar contains a message: 'Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.' The main content area on the left has a 'Community Facts' section with a search input field and a 'GO' button. Below this are links for 'Guided Search', 'Advanced Search', and 'Download Options'. On the right side of the main content area is a large photograph of a smiling young woman in a classroom. At the bottom left, there is a section titled 'American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas...' and at the bottom right, a 'News and Notes' section with a date of 'Jan 29, 2013' and a snippet of text: 'The Demographic Profile for Guam is available...'. A red-bordered text box at the bottom right contains the text: 'FAQs contain citation style for AFF tables and maps'.

United States Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN COMMUNITY FACTS GUIDED SEARCH ADVANCED SEARCH DOWNLOAD OPTIONS

English Español

Good News! We've released the new American FactFinder. If you're having any issues viewing the new site, [click here](#) for more information.

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

e.g., Atlanta, GA GO

Guided Search

Advanced Search

Download Options

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

News and Notes

Jan 29, 2013

The Demographic Profile for Guam is available...

FAQs contain citation style for AFF tables and maps

# Citing AFF Tables and Maps

## Frequently Asked Questions ADA/508 friendly site

Text  FAQ #

Explore Topics  
Browse by Group

▶ Top Questions

▶ 2000 and Earlier

### Search results



[American FactFinder: How do I cite tables and maps in American FactFinder?](#)

Dynamically generated tables, maps, and files from American FactFinder:(Use semicolons to separa... [\(more\)](#)

[Help! I read about your data in the newspapers, but I don't know which data source it came from.](#)

Best place to look for starters is the [Latest News Releases](#) on... [\(more\)](#)

## Provide Comparisons

# Tips for Making Data *Sing!*

- Then : Now
  - Vintages – across time
- We : They
  - Population groups
- Here : There
  - Geographies
- Actual : Goal
  - What it is : what we want it to be
- Or a combination of the above



# Benefits of Census Bureau Data

- Comparable nationwide
- Collected regularly
- Uniform methodology
- Recognized as gold standard
- Available / accessible
- **FREE!**

# Workshop Information and Data Questions

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# Thank you!